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The Influence of Social Media Marketing Activities on Intention to Enroll in Senior High School

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ABSTRACT
Marketing using social media marketing activities (SMMA) is carried out to attract students who are generation Z where their daily activities are more using mobile and digital devices. This is an opportunity for educational institutions to introduce good programs and create an attraction for prospective new students to access them. This study aims to determine the role of SMMA on the Intention to enroll with the mediation of consumer satisfaction, brand awareness and brand image. Data collection was carried out online via google form using a structured questionnaire. Research questions were submitted online using google form using a likert scale of 1-5. A total of 715 research samples were recruited using the purposive sampling method. The characteristics of the samples used as respondents were consumers who had accessed school social media. This study used the Smart PLS statistical analysis tool to process the data. The results showed that SMMA significantly influenced the Intention to enroll. The mediating variables of consumer satisfaction and brand image influenced the relationship between SMMA and the Intention to enroll. Meanwhile, the brand awareness variable did not affect the Intention to enroll either in the direct effect or as a mediating variable. The managerial implications of this study can be used for schools to organize more attractive content strategies and Instagram, WhatsApp and YouTube platforms that are tailored to the characteristics of Generation Z.

Keywords: SMMA, Consumer satisfaction, Brand awareness, Brand image, Intention to enroll

1. INTRODUCTION

Students admission are the most important thing for an educational institution. Schools make various efforts so that Educational Institutions become schools that are in demand. Marketing is an important alternative in introducing schools as educational institutions to be the choice of prospective new students. The potential of social media should be utilized especially in the field of marketing communications, including registration activities, communication with students or broader branding (Mazurek et al., 2019). Social media is effective for building the brand of educational institutions, promoting academic programmes, increasing enrollment rates, and strengthening communication and community engagement (Jain & Rao, 2024). It is important for education institutions to be more market-orientated in today's competitive market. This means they must actively advertise their brand to potential learners who enroll (Sujchaphong et al., 2017).

Social media is considered a ‘youth’ medium expressed in its target audience and message content

(Mazurek et al., 2019). Generation Z is the largest consumer group in the world today (Popa et al., 2023). Generation Z decided to become confident digital consumers shopping online. They spend most of their time online. It is important for educational institutions to manage social media content in order to maintain a positive view of the generation Z target audience so that they still have brand awareness and a good brand image of educational institutions when they meet competitors so that they have a engagement and have a long-term decision to stay engaged when it comes to choosing an educational institution for them (Ruangkanjanases et al., 2022).

Identifying the problem of declining enrollment in senior high schools is a concern for education. Competition due to the emergence of private schools is also a challenge for schools to be able to compete with new competitors. Based on the identification of the problem, schools must have an appropriate marketing strategy that is tailored to the characteristics of prospective students. Based on this, it is important for researchers to know how the influence of Social Media Marketing Activities (SMMA) on the intention of prospective students to enroll in educational institutions, taking into account the variables of customer satisfaction, brand awareness, and brand image (Ruangkanjanases et al., 2022). This study also wants to understand the extent to which customer satisfaction, brand awareness, and brand image act as mediating variables in the relationship between SMMA and intention to enroll This research has several important benefits. Firstly, this research helps understand the impact of social media marketing on enrollment intention, consumer satisfaction, brand awareness and brand image, by highlighting marketing dimensions such as entertainment, informativeness, interactivity, personalization, trends, EWOM and institutional credibility. Secondly, the findings of this study can improve the effectiveness of social media marketing strategies by identifying the most influential activities in attracting potential learners. Third, this study provides scientific evidence to support more informed decision-making in brand development and marketing strategies. Fourth, the research results can contribute to the academic literature on social media marketing and share insights with researchers and practitioners. Fifth, this research is beneficial to various parties, including foundations, organizations, marketers, educators, and policy makers, in improving social media marketing practices, providing education, and designing relevant guidelines. As such, this research has the potential to provide significant benefits to organizations and society at large.

2. THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES

The influence of SMMA on Intention to enroll

Social Media Marketing Activities (SMMA) are strategic marketing efforts that utilise social media platforms to increase brand building and engagement. This concept has evolved from traditional marketing to include broader applications in brand image development and consumer interaction (Malarvizhi et al., 2022). This happens because Social Media Marketing offers wide reach, targeting options, branding, student recruitment, real-time communication, and valuable data insights. Social media platforms also provide immediate communication during emergencies and crises, allowing universities to increase their online presence, attract prospective students, and foster a strong community of communities within the school (Jain & Rao, 2024). Ruangkanjanases et al., (2022) defined the components of SMMA as entertainment, informativeness, customisation, trends, interactivity, information from EWOM and institutional credibility**.** Enrollment intention is a decision made by students to enroll in their chosen higher education institution (Simiyu et al., 2020). Through promotional efforts will have a positive influence on students' intention to enroll in educational institutions (Nazidin

et al., 2019). Marketing at educational institutions involves building and maintaining value relationships between institutions and three customer groups, namely students, alumni and prospective students. SMMA has an indirect effect on intention to enroll (Nguyen et al., 2021; Perera et al., 2022).

H.1.a. SMMA influences intention to enroll

The influence of SMMA on customer satisfaction

Cheraghalizadeh & Dědková (2022) conducted research on social media marketing increasing customer satisfaction, brand awareness, and brand image. University social media marketing activities significantly affect student satisfaction (Bilgin et al., 2023). Similar research was also conducted by Jan et al., (2020) where the results of the study stated that marketing activities using social media have a significant effect on customer satisfaction which is influenced by activity, content and interaction. Researchers found that customer satisfaction is positively correlated with social media marketing (Agnihotri, 2020). This means that the level of customer satisfaction can increase if businesses make good use of social media.

H.1.b. SMMA influences customer satisfaction

The influence of SMMA on brand awareness

SMMA has an effect on brand awareness (Sheak & & Abdulrazak Sham, 2023). Ruangkanjanases et al., (2022) conducted research stating that SMMA has a major influence on brand awareness and brand image and behavioural involvement, The results of the hypothesis test analysis are in line with previous research on the influence of SMMA on brand awareness on beverage products in Africa based on Ligaraba's research (2024) and other studies show the same thing where SMMA affects brand awareness of pastry products in Malaysia (Thoo et al., 2023). Other researchers who support the results of this analysis where SMMA affects transportation (Moslehpour et al., 2022) where both companies perform online services.

H.1.c. SMMA influences brand awareness

The influence of SMMA on brand image

SMMA affects brand image which has an impact on behavioural involvement on target consumers to have an attachment to a higher education institution (Ruangkanjanases et al., 2022). In other research on gadged products states that SMMA has an effect on brand image (Malarvizhi et al., 2022). Research conducted by Cheraghalizadeh & Dědková (2022) in the Czech hospitality industry shows the results that SMMA has an effect on brand image. Social Media Marketing (SMMA) has become a powerful marketing strategy to build and improve brand image (Fetais et al., 2023).

H.1.d. SMMA influences brand image.

The influence of customer satisfaction on Intention to enroll

Customer satisfaction can cause customers to buy a product after seeing positive reviews and having a good relationship with the institution because of social media content that can build good relationships with customers (Jan et al., 2020). Other research that supports this is research from Bilgin et al (2023) where SMMA has an effect on student satisfaction in higher education. In this case, the results of the hypothesis test analysis state that this is in line with previous research research on the effect of marketing activities using social media on insurance companies that can increase customer satisfaction (Mirbabaei et al., 2023).

H2. Customer satisfaction influences the Intention to enroll.

The influence of brand awareness on Intention to enroll

Brand awareness of insurance company brand equity has a significant effect on purchase intention

(Rizwan et al., 2021). Brand awareness leads to the ability to influence buyer choice (Hameed et al., 2023). Marketers will not be able to achieve a high level of customer satisfaction if there is no brand awareness of the products sold in the market. Brand awareness has a very positive influence on brand image which affects purchase intention (Tariq et al., 2017). Another study on higher education institutions in Sumbawa found that brand equity including brand awareness affects the intention to enroll in a higher education institution (Farida et al., 2020).

H3. Brand awareness influences intention to enroll.

The influence of brand image on Intention to enroll

Brand image is a consumer's assessment and perception of a brand, which is formed from the experience and information received after using the product. Purchasing decisions are significantly influenced by brand image (Ali et al., 2023). Brand image has a direct influence on the desire to shop (Tariq et al., 2017). Research proves significant results on brand image that influences students to enroll in a college which is mediated by brand attitude (Sudhana et al., 2023). The image of a university is a major factor influencing a person's attitude in choosing a university (Rafdinal et al., 2021).

H.4. Brand image influences intention to enroll.

The influence of SMMA on Intention to enroll mediated by customer satisfaction.

The results showed that social media marketing activity variables (entertainment, interaction, trends, customization, perceived risk) have a positive and significant effect on customer satisfaction (Mirbabaei et al., 2023). Social media, especially promotional activities through social media, have a significant impact on customer satisfaction (Öztamur & Karakadılar, 2014). Another study states that customer satisfaction affects the intention to use health services in a hospital (Khodadad Hosseini & Behboudi, 2017).

H.5. Consumer satisfaction as a mediating variable in the relationship between SMMA and Intention to enroll.

SMMA's influence on intention to enroll mediated by brand awareness

SMMA has an influence on brand awareness and then influences consumers to use the airline service. The most influential aspect of social media is e-WOM (Seo & Park, 2018). Social media has a positive influence on brand awareness in pastry products (Thoo et al., 2023). Malarvizhi et al., (2022) conducted a study that examined SMMA elements and their influence on brand equity in this case brand awareness that influences consumers to be willing to pay a premium price which gave significant results among Malaysian consumers in portable technology gadget users. Another study shows that brand awareness affects the desire to enroll in private higher education (Gkikas et al., 2022).

H.6. Brand awareness as a mediating variable in the relationship between SMMA and intention to enroll.

The influence of SMMA on Intention to enroll mediated by brand image

Research provides significant results that social media has a significant effect on the intention to shop in generation Z (Wallace et al., 2022). Research on gojek customers provides significant results that marketing using social media affects consumer intention to buy goods or services mediated by brand image (Moslehpour et al., 2022). According to (Ruangkanjanases et al., 2022) SMMA has a significant influence on brand awareness and brand image, where social media activities will make the target have a good perspective and customer engagement. This is able to make the target have a good point of view and be willing to engage in the products offered by educational institutions and be able to strongly influence their decision to join educational institutions.

H.7. Brand image as a mediating variable in the relationship between SMMA and intention to enroll.

Framework

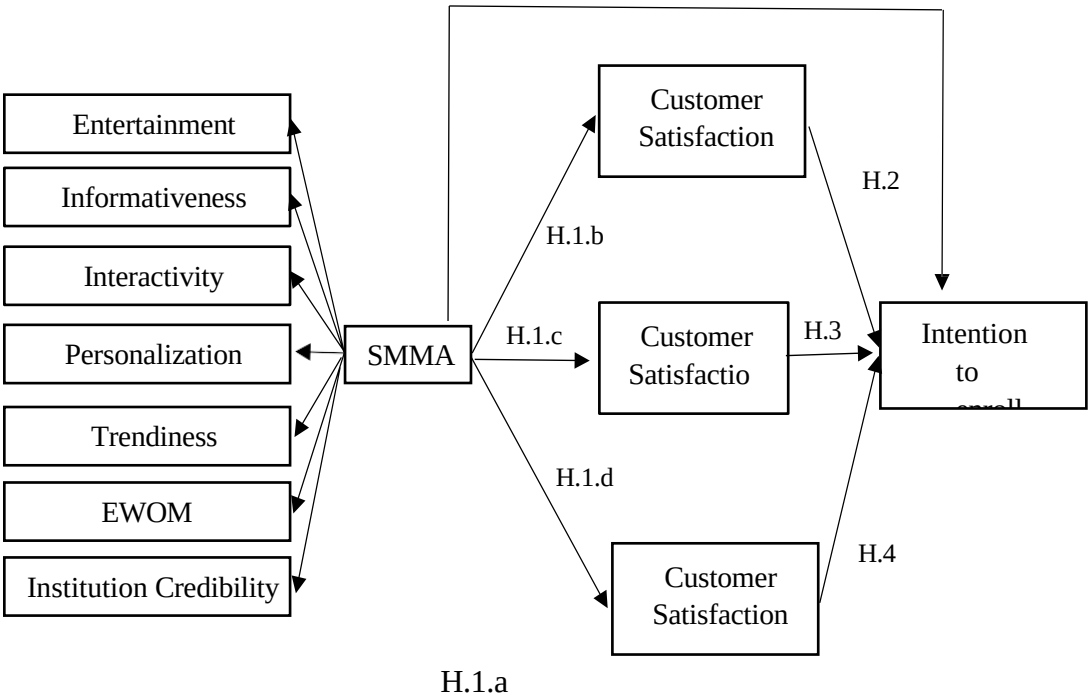

Figure 1. Research model

(Source: Ruangkanjanases et al. (2022); Malarvizhi et al. (2022); Cheraghalizadeh & Dědková (2022)

3. RESEARCH METHODS

This research design examines the effect of SMMA on intention to enroll which is mediated by consumer satisfaction, brand awareness and brand image. This research is a development of the SMMA model which consists of entertainment, informativeness, interactivity, personalisation, trendiness, EWOM and credibility of school institutions. This research is a quantitative study using the survey method (Sekaran & Bougie, 2016). The second-order construct model developed in this study uses reflective formative type II (Becker et al., 2012), which means that the first-order construct uses a reflective model (the direction of the outgoing arrow goes to the instrument) and the second-order construct uses a formative model (the direction of the incoming arrow to the latent variable) as shown in the research model (Roni et al., 2015).

The research questions were submitted online using a google form. To answer the research questions, data was only collected once at a time through a cross-sectional study. This study has 39 variable indicators, so the minimum sample size to be used is 39 x 5, namely 195 respondents. Sampling respondents using purposive sampling method (Sekaran & Bougie, 2010). Respondents are junior high school students who have seen high school social media in the Jabobek area. The measurement items in this study were adopted from several studies. ENT entertainment (5 questions), INF informativeness (3 questions), INT interaction (3 questions), TRE salience (3 questions), PERS personalization (3 questions, and EWOM (3 questions), CI institutional credibility (3 questions) were measured using adapted items respectively. All these items were taken from studies by (Godey et al.,

2016); (Seo & Park, 2018); (Yadav & Rahman, 2017). Items measuring BBA and BBI were adopted from studies by Godey et al. (2016); Malarvizhi et al, (2022); (Bilgin et al., 2023) and Seo and Park (2018). Furthermore, three variables that measure customer satisfaction (Mirbabaei et al., 2023). BBA Brand Awareness (3 questions) (Seo & Park, 2018), BBI brand image (3 questions) (Seo & Park, 2018), IE learners' intention to enroll into education (Simiyu et al., 2020) with (7 questions). The complete questionnaire is presented in table 2. The questionnaire uses a Likert scale with a scale of one (1) to five (5). It ranged from strongly disagree (1) to strongly agree (5). Respondents were assured that their information would be kept confidential and only used for academic research purposes.

4. DATA ANALYSIS AND DISCUSSIONS

Respondent demographics

The majority of respondents in this study came from private junior high schools in the Bekasi area with 82%. Then followed by students from private junior high schools in the Bogor area with 14%, and the rest came from junior high schools in the Tanjung Priok area with a total of 4%. The gender of the respondents was 52% and the female gender was 48%. Respondents who filled out the questionnaire consisted of respondents who were in grade 7 as much as 29%, grade 8 as much as 38% and grade 9 as much as 33%. the type of social media accessed with the highest percentage was Instagram by 40.4%, followed by Whatsapp by 31.6%, Youtube 14.4%, Website11.3%, Twitter 1.3% and Facebook 1.0%.

Analysis of results

The research instrument test in this thesis was conducted using Smart PLS 3.0 to measure construct validity and reliability. In accordance with the guidelines of Hair et al., (2017), an assessment is made of the outer model by examining the factor loading value, Cronbach's alpha, and Composite Reliability. Latent variables in this study include Social Media Marketing Activities (SMMA) as independent variables, customer satisfaction, brand awareness, and brand image as mediator variables, and Intention to enroll as the dependent variable.

Picture of the research model

The relationship between variables is shown in One-way arrows indicate the causal relationship between latent variables. The value along the arrow is the regression estimate (path coefficient), which indicates the strength and direction of the relationship. The effect of SMMA on SAT is 0.687, which means that this relationship is quite strong and positive. The effect of SMMA on intention to enroll is 0.391, which indicates a moderate and positive relationship. Each indicator has a factor loading value (the number near the arrow heading the blue circle). This value indicates the extent to which the indicator represents the latent variable. Values above 0.7 are considered good. Values between 0.5-0.7 are acceptable in some circumstances.

In the ENT variable, the ENT3 indicator has a loading of 0.772, which means that this indicator is very representative. In the PER variable, the PER3 indicator only has a loading of 0.721, which is lower than other indicators. Satisfaction (SAT) is significantly influenced by SMMA (loading 0.687), which is also a mediator between exogenous variables and Intention to enroll. Brand awareness (BRA) has a weak and negative relationship with -0.051. The intention to enroll variable in indicator 6 has a lower factor loading (0.593 respectively, indicating a possibly smaller influence on the overall model (Hair et al., 2021).

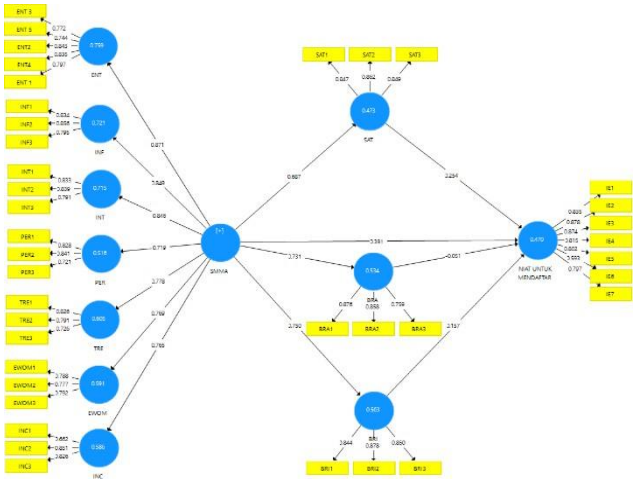

Figure 2. Second Order Research Model at stage 1

Figure 4.2.2. below shows the relationship between Social Media Marketing Activities (SMMA) and their impact on consumer satisfaction, brand awareness, brand image, and intention to enroll. SMMA, which includes elements such as entertainment (ENT), electronic word-of- mouth (EWOM), institutional credibility (INC), informative (INF), interactivity (INT), personalization (PER), and trending (TRE), has a significant influence on the other variables. Consumer satisfaction (0.477), brand awareness (0.531), and brand image (0.563) were shown to have an important role in influencing intention to enroll (0.473). The direct relationship between SMMA and intention to enroll is also evident through the strong path coefficient value. In addition, brand awareness and brand image serve as mediators in strengthening the relationship between SMMA and intention to enroll.

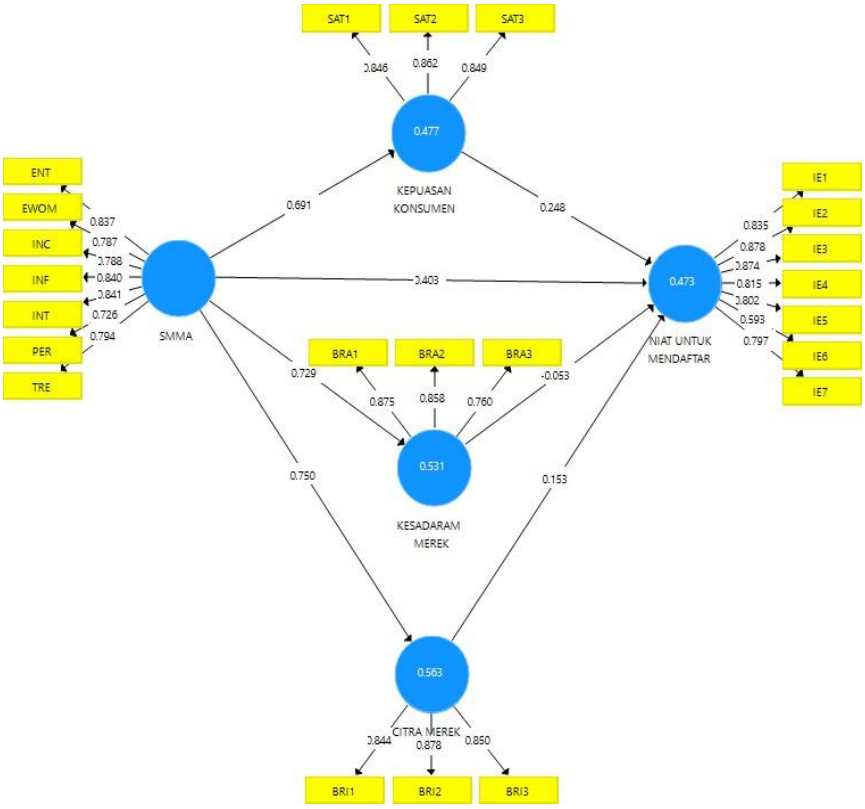

Figure 3. Research Model with Second Order at stage 2

The diagram illustrates the relationship between Social Media Marketing Activities (SMMA) and various variables, namely consumer satisfaction, brand awareness, brand image, and intention to enroll. SMMA, which includes entertainment (ENT), electronic word-of-mouth (EWOM), institutional credibility (INC), informative (INF), interactivity (INT), personalization (PER), and trending (TRE), has a significant positive influence on consumer satisfaction (0.477), brand awareness (0.531), and brand image (0.563). In addition, the variables of consumer satisfaction and brand awareness contribute to the increase in Intention to enroll (0.474). The coefficient value indicates that brand awareness plays an important role as a mediator in strengthening the relationship between SMMA and intention to enroll. Brand image also has a considerable role in increasing the attractiveness of the institution.

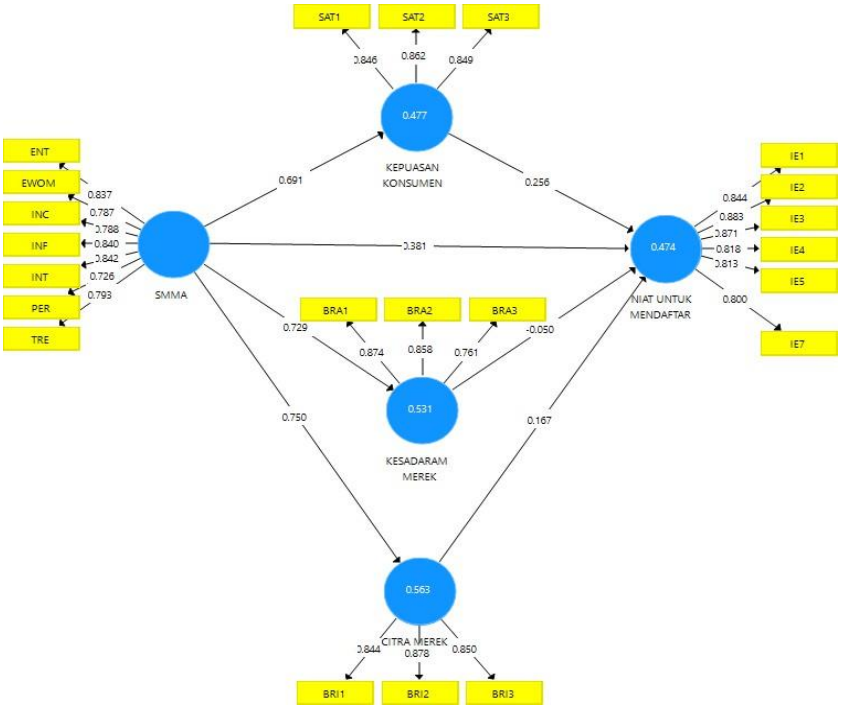

Figure 4. Research Model with Second Order at stage 2 with IE6 removed

A high outer loading value (> 0.7) indicates that the indicator has a significant contribution in explaining the variance of the latent construct. In this study, the outer loading result on the Intention to enroll indicator has an outer loading value of 0.593, so in this case, indicator number 6 (IE6) in the Intention to enroll variable needs to be removed because the IE6 indicator does not contribute strongly enough to support the Intention to enroll construct. The presence of indicators with low outer loading can reduce the reliability and validity of the overall construct. Removing IE6 can improve the overall quality of the model, both in terms of construct reliability and convergent validity.

Based on Table 1. regarding the results of the reliability and validity tests of the research instruments analysed using the Smart PLS 3 application, each construct meets the criteria required for further analysis. The Cronbach's Alpha value for all variables is more than 0.7 (range 0.778 to 0.915), indicating that the instrument has good internal consistency. The rho. A value is also above 0.7, which supports the Cronbach's Alpha reliability results, with a value range of 0.798 to 0.916. In addition, Composite Reliability for all variables showed excellent results with values above 0.8 (range 0.871 to 0.934), indicating very strong reliability on this measure. For the Cronbach alfa value, the value is

smaller than the Composite Reliability.

Table 1. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE
Brand Image	0,820	0,821	0,893	0,735
Customer Satisfaction	0,812	0,813	0,889	0,727
Brand Awareness	0,778	0,798	0,871	0,693
Intention to enroll	0,915	0,916	0,934	0,703
SMMA	0,908	0,911	0,927	0,645

Based on the data, the construction of this study is reliable. In terms of convergent validity, the Average Variance Extracted (AVE) value for all constructs is also above the minimum threshold of 0.5. The highest AVE value is in the Brand Image variable (0.735), while the lowest value is in the SMMA (Social Media Marketing Activity) variable with a value of 0.645. This shows that more than 50% of the variance in the indicator can be explained by each construct, which confirms the validity of the instrument. This research instrument is valid and reliable for measuring the influence of marketing activities through social media on the intention to enroll in school. An AVE value of more than 0.50 indicates a valid construct (item convergence to measure the underlying construct). In this study, the AVE value must be greater than 0.50 so that convergent validity is determined. Discriminant validity tests are carried out to ensure that the measurement items are different and distinct. Each measurement item must be unique and not highly correlated with each other (Shaw & Bagozzi, 2018). In agreement with Fornell and Larcker (2018), discriminant validity is shown when the square root of AVE for each concept is greater than its correlation with all other constructs.

Table 2. Discriminant Validity; Fornell-Larcker Criterion

	Brand Image	Customer Satisfaction	Brand awareness	Intention to enroll	SMMA
Brand Image	**0,857**				
Customer Satisfaction	0,677	**0,852**			
Brand awareness	0,683	0,622	**0,832**		
Intention to enroll	0,592	0,601	0,501	**0,838**	
SMMA	0,750	0,691	0,729	0,647	**0,803**

Table showing the results of the Validity Discriminant analysis to test the relationship between construct variables. The first row shows the name of the construct variable. The next row shows the correlation coefficient value between the construct variable and other latent variables. The first column shows the name of the latent variable. The next column shows the correlation coefficient value between the latent variable and other construct variables. The diagonal shows the Average Variance Explained (AVE) value for each construct variable. Based on the table, it can be observed that there is a strong relationship between the construct variables. Based on Table 2 regarding discriminant validity using the Fornell-Larcker criteria analyzed with Smart PLS, each construct meets the discriminant validity requirements according to the Hair et al., (2017) guidelines. In this criterion, the square root value of the

AVE (bold diagonal value) must be greater than the correlation between constructs (values outside the diagonal) to ensure that each construct is better at explaining its own indicators compared to other construct indicators. The results in the table show that the AVE square root values for each construct, such as "Brand Image" (0.857), "Consumer Satisfaction" (0.852), "Brand Awareness" (0.832), "Intention to enroll" (0.838), and "SMMA" (0.803), are all greater than the correlation values with other constructs. For example, for the construct "Brand Image," the value of 0.857 is greater than its correlation with "Consumer Satisfaction" (0.677), "Brand Awareness" (0.683), "Intention to enroll" (0.592), and "SMMA" (0.750). This shows that each construct has good discrimination and there is no multicollinearity problem between constructs. Thus, this discriminant validity analysis confirms that the research instrument meets the validity requirements according to the guidelines of Hair et al., (2017), and each construct can be used for further analysis. The inner model analysis carried out or the structural analysis of the model was carried out, the model fit analysis showed an SRMR value of 0.049, meaning that the value is smaller than 0.80 so that the model meets the model fit criteria.

Table 3. Results of Hypothesis Test Analysis

Hypothesis	P Values	Kesimpulan
H.1.a SMMA → Intention to enroll	**0,000**	Accepted
H.1.b SMMA → Customer satisfaction	**0,000**	Accepted
H.1.c SMMA → Brand awareness	**0,000**	Accepted
H.1.d SMMA→ Brand Image	**0,000**	Accepted
H.2. Customer satisfaction → Intention to enroll	**0,000**	Accepted
H.3. Brand awareness → Intention to enroll	**0,269**	Rejected
H.4. Brand Image → Intention to enroll	**0,001**	Accepted
H.5. SMMA -> Customer satisfaction -> Intention to enroll	**0,000**	Accepted
H.6. SMMA -> Brand awareness -> Intention to enroll	**0,270**	Rejected
H.7. SMMA -> Brand Image -> Intention to enroll	**0,001**	Accepted

Based on table 3 of the results of the Path Coefficients hypothesis test using Smart PLS version 3, the following is an analysis referring to references from Hair et al., (2017) and general guidelines in SEM-PLS analysis will show a positive influence and a p-value of 0.001 (<0.05) indicating that the variable has a significant influence. The hypothesis is accepted. Of the 10 hypotheses tested, 8 hypotheses were accepted, indicating a positive and significant relationship between the variables tested. Two hypotheses (Brand awareness on Intention to enroll) were rejected because their influence was not significant. The brand awareness variable was unable to provide significant results as a mediator of the relationship between the SMMA variable and Intention to enroll. Overall, Social Media Marketing Activities (SMMA) plays a very important role as an independent variable, providing a significant influence both directly and indirectly on other variables in the model. Based on the results of the analysis of SMMA influencing Intention to enroll, it shows a significant relationship value with a p-value of 0.000, with a fairly large positive coefficient value. The SMMA (Social Media Marketing Activities) variable has a positive and significant direct influence on the Intention to enroll.

Based on the results of the SMMA analysis, the influence of Satisfaction shows that this relationship is significant with a p value of 0.000. Data analysis shows that the SMMA variable greatly influences Consumer Satisfaction positively and significantly. Based on the results of the SMMA variable

analysis, it influences Brand Awareness with a significant value with a p value of 0.000 and the coefficient is very high. The SMMA variable greatly influences Brand Awareness positively and significantly. The results of the SMMA variable analysis influence Brand Image with a significant relationship shown in the p value of 0.000. The SMMA variable greatly influences Brand Image positively and significantly. Analysis of Consumer Satisfaction influences Intention to enroll. This relationship is significant with a p value of 0.000 with a fairly moderate positive coefficient. Consumer Satisfaction has a significant direct influence on Intention to enroll. The results of the analysis show that Brand Awareness does not affect Intention to enroll. The results of the analysis show an insignificant relationship with a p value of 0.269. Based on the results of the analysis, Brand Awareness does not have a significant direct influence on Intention to enroll. The results of data analysis show that the Brand Image variable influences the Intention to enroll with a significant relationship indicated by a p value of 0.001. The Brand Image variable has a significant but relatively small direct influence on the Intention to enroll. Consumer satisfaction has a significant influence as a mediator of the relationship between SMMA and the Intention to enroll at a p value of 0.000. The brand awareness variable is unable to provide a significant influence as a mediator of the relationship between SMMA and the Intention to enroll with a p value of 0.270. The brand image variable is able to provide a significant influence on the relationship between SMMA and the Intention to enroll at a p value of 0.001.

Discussions

The impact of digitalization on how consumers choose high school education, this has changed the way students and parents choose high schools (SMA). Access to information digitally allows students and parents to access information about various schools more easily (Ruangkanjanases et al., 2022). This allows students and parents to communicate directly with schools without having to come to a physical location. The Influence of Social Media, social media plays an important role in introducing schools to prospective students. Reviews, testimonials, and visual content on social platforms shape students' perceptions of a particular school (Song et al., 2023).

Social Media Marketing Activities (SMMA) affect the Intention to enroll.

Based on the analysis results in table 3, SMMA affects the Intention to enroll. High school new student admissions (PPDB) are an important moment for schools in recruiting the best prospective students. In accordance with research from Simiyu et al., (2020) and Sheak & & Abdulrazak Sham (2023) where marketing activities with social media have a significant effect on the Intention to enroll at college and Agnihotri (2020) and (Jamil et al., (2022) where marketing activities using social media have a significant effect on the intention to shop, in the context of this study it affects the Intention to enroll from the results of the hypothesis test conducted. Social media platforms such as Facebook, Instagram, Twitter, LinkedIn and YouTube are powerful tools for higher education institutions to interact with their target audiences, share educational content, promote events, showcase campus life and connect with prospective students (Jain & Rao, 2024). Promotional efforts will have a positive influence on students' intention to enroll in educational institutions (Nazidin et al., 2019). Marketing activities through social media have a significant influence on prospective students' intention to enroll in schools. Social media allows schools to convey information quickly, interactively, and attractively through visual content, videos, or testimonials. By utilizing this platform, schools can reach a wider audience and allow for personalized interaction and presentation of information. Social media has become an effective platform for reaching prospective students and parents, as well as building a positive image of the school (Ruangkanjanases et al., (2022) & Malarvishi (2022). SMMA in this study is divided into several

dimensions:

Entertainment

The results of the descriptive analysis based on the mean value show that the Entertainment dimension in Social Media Marketing Activities (SMMA) has an average that is included in the high category. These results indicate the importance of increasing the entertainment element in the School's social media to strengthen its appeal, in accordance with the entertainment theory (Zhang, 2020), which states that entertainment elements in social media can increase user engagement and satisfaction. SMMA consists of several dimensions, one of which is the entertainment dimension (Nguyen et al., 2024). Interesting and entertaining content will make people want to access the school's social media, such as short videos showing daily school life, student activities, and school achievements, competitions between students, art performances and forms of youth creativity are interesting to access. This is a challenge for generation Z to access school social media.

Informativeness

Descriptive analysis of the mean value on the Informativeness dimension shows that the School's social media is considered very informative by users. Overall, the information presented through this school's social media is considered useful and interesting. Another dimension in SMMA is informativeness (Ruangkanjanases et al., 2022). This dimension has a high criterion response by respondents. Information about school activities will be able to provide an overview of the teaching and learning process at school. Information on school programs can provide an overview of the achievements that prospective students will get if they join an institution or educational institution. Complete information about PPDB and accurate information about the PPDB process, including requirements, schedules, and contacts are very helpful for prospective new students. Social media content created by the school for easy-to-understand registration guides and tips to help prospective students and parents. Information about webinars and seminars on topics relevant to high school education and PPDB provides more information about the school.

Interactivity

Descriptive analysis of the mean value on the Interaction dimension shows that the School's social media has succeeded in creating a positive interactive experience for users. Overall, users are impressed with the School's efforts in utilizing social media to regularly interact with its followers. The first indicator reflects users' appreciation for the consistency of interactions carried out by the School on social media. The second indicator shows that users like content that encourages interactive activities, such as comments or discussions. In addition, the third indicator reveals that posts that motivate and provoke conversation on social media are considered interesting and are able to engage the audience well. These results illustrate the School's success in creating user engagement through digital interactions, where consistent and relevant interactions can increase audience engagement and satisfaction with a brand or institution. This dimension, based on its outer loading value, has a high influence on SMMA which affects the Intention to enroll. The interactivity dimension on SMMA also has a high criterion response, so it is important to maintain it to build deep emotions (Mirbabaei et al., 2023). Two-way communication can create space for communication with prospective students and parents.

Personalization

The results of the mean value analysis show that personalization in the School's social media is rated at a high level. Respondents feel happy when the content posted by the School is in accordance with their needs. In addition, emotional connection is also established when the content reflects their preferences,

thus providing a more relevant experience. Preferences for information that is directly related to personal interests also received positive appreciation, indicating that the personalization approach has a significant impact on attracting interest and increasing audience engagement. The personalization dimension in SMMA is able to make prospective students get access to information according to their needs (Ruangkanjanases et al., 2022).

Trends

The results of the mean value analysis show that the trend of information shared by school social media is considered very positive. Respondents expressed interest in content containing the latest information, whether in the form of news, events, or other important things. School social media is considered a relevant source for getting the latest information, while also meeting the preferences of audiences who like trend-based content. This reflects that the presentation of content that is up-to-date and in accordance with popular developments can increase the appeal and trust in the platform. Following the latest trends in education is important for serving Generation Z. Technological developments such as games, coding and other interesting content as well as pop culture to create content that is relevant and interesting to the target audience. The marketing focus on social media platforms that are popular among teenagers to reach the target audience more effectively is able to attract the interest of new prospective students. The use of hashtags that are relevant to education, high school, and PPDB to increase content visibility.

EWOM (Electronic Word of Mouth)

The results of the descriptive analysis of the mean value show that the Electronic Word of Mouth (EWOM) dimension on the School's social media is in the high category. Respondents feel inspired by content that displays alumni success stories, which provide motivational value for the audience. In addition, positive comments, impressions, and testimonials from active students, teachers, and school partners are considered important to publish, because they can improve the school's image in the eyes of the public. Reposts generated by the School's social media followers are also considered capable of expanding the audience's understanding of education at the School. This indicates that EWOM-based strategies are effective in building audience trust and engagement. Respondents' responses to the EWOM dimension are included in the high criteria. EWOM promotion through SMMA has a very impactful impact (Nguyen et al., 2024).

Institutional Credibility

Based on the analysis of the mean value, the credibility of the School institution is considered very high by the respondents. Publication of student achievements on social media is considered important to strengthen the positive image of the institution, as well as attract the attention of the audience. In addition, quality learning activities at school are a special attraction for those looking for information about quality education. Respondents also associate the School with graduates who have superior knowledge and skills, indicating that this institution is seen as capable of producing competent individuals. This illustrates that institutional credibility is not only built through academic achievement, but also through effective communication on social media. Based on the study, respondents have a high perception of the institutional credibility dimension. The SMMA dimension regarding institutional credibility can attract prospective students (Ruangkanjanases et al., 2022).

SMMA Affects Consumer Satisfaction.

Based on the results of the analysis in table 3, the results of the data analysis show that SMMA affects consumer satisfaction. Another study that supports this is research from Bilgin et al (2023) where

SMMA affects student satisfaction at college. Respondents expressed satisfaction with the services provided during the learning process at this school, indicating adequate service quality. Overall, their experience with the School was considered enjoyable, creating a deep positive impression. In addition, this high level of satisfaction is also reflected in their willingness to recommend the School to others, showing strong trust in this institution. This shows that the school has succeeded in providing an educational experience that meets or exceeds the expectations of its students. Another study that is in line with this is the influence of SMMA on consumer satisfaction at Higher Education Institutions (Jan et al., 2020). It is important for marketers to pay attention to social media content because social media activity has a positive effect on consumer satisfaction (Jan et al., 2020). This means that customer satisfaction levels can increase if businesses make good use of social media. Customer satisfaction can greatly influence the retention or acquisition of new customers, both in online and traditional shopping (Cheraghalizadeh & Dědková, 2022). Social media, especially promotional activities on social media, influence consumer satisfaction (Marco Alonso et al., 2022).

SMMA affects Brand Awareness

Based on the results of the analysis in table 3, the results of the analysis show significant results where SMMA affects brand awareness. According to consumer behavior theory, brand awareness is the initial stage in the consumer decision-making process. According to Cheraghalizadeh & Dědková, (2022) Consumers who are aware of a brand will be more likely to consider it when they need the product or service offered. Several studies have been conducted to test the effect of SMMA on brand awareness. One study conducted by (Sheak & & Abdulrazak Sham, 2023) showed that SMMA has a positive effect on brand awareness and can increase brand recall and recognition among consumers. Based on the data analysis, the mean value of the brand awareness variable for the School is in the high category, with a significant contribution from activities on social media. Respondents revealed that this activity helped them recognize the school's distinctive characteristics, which strengthened the institution's brand identity. In addition, the school logo became an easy-to-remember element thanks to exposure through social media. Although some respondents felt that their awareness of the school was at a moderate level, overall social media played an important role in increasing the visibility and brand recognition of the School.

The results of the hypothesis test analysis are in line with previous research on the effect of SMMA on brand awareness of beverage products in Africa based on research by (Ligaraba, 2024) and other studies showing the same thing where SMMA affects brand awareness of pastry products in Malaysia (Thoo et al., 2023). Other researchers support the results of this analysis where SMMA affects brand awareness of insurance companies (Mirbabaei et al., 2023) and transportation (Moslehpour et al., 2022) where both companies provide online services. Other researchers who support this are more specific in the world of higher education where SMMA affects brand awareness (Ruangkanjanases et al., 2022). Marketing activities using social media according to research have a significant impact on companies in introducing their brands and increasing consumer desire to buy a product or service (Moslehpour et al., 2022).

SMMA affects Brand Image/ School Image

Based on the results of the analysis in table 3, it shows that SMMA affects brand image. Social Media Marketing (SMMA) has become a powerful marketing strategy to build and improve brand image (Fetais et al., 2023). Quality, informative, and inspiring content can build a positive perception of the brand and its products/services. Data analysis of the mean value based on the data shows that the

School's brand image is considered very good by respondents. The school's social media activities have succeeded in displaying a positive image that reflects the values and quality of the institution. Respondents were also impressed with the professional management of social media, which strengthens the good impression of the school. In addition, respect for the School increased thanks to content that was relevant, inspiring, and in line with audience expectations. These findings indicate that social media plays a strategic role in building and strengthening the institution's brand image effectively. Positive reviews, customer testimonials, and content shared by consumers can increase credibility and trust in the brand. Based on research by Seo & Park, (2018) SMMA facilitates the formation of brand communities on social media. Consumers can interact, share experiences, and build a sense of togetherness, all of which can strengthen Brand Image. SMMA also has a significant influence on the brand image of a college as a study on Higher Education Institutions (Ruangkanjanases et al., 2022).

Consumer satisfaction affects the intention to enroll

Based on the results of the analysis in table 3, it shows that consumer satisfaction affects the intention to enroll in this case the hypothesis is accepted. Cheraghalizadeh & Dědková (2022) conducted a study stating that student satisfaction is an important factor that can influence their decision to enroll in school. When students are satisfied with their learning experience at school, they tend to recommend the school to others, including prospective new students. This can improve the school's reputation and attract more applicants. Data analysis from the mean value shows that the intention to enroll in Senior High School is in the high category. Respondents showed a strong interest in joining this school, especially because of effective promotion on social media and the school's image as a leading institution. High student satisfaction can increase the school's enrollment rate (Prasetya et al., 2023). This is in line with other studies where customer satisfaction can encourage customers to buy products after reading good reviews and having a good relationship with the institution, thanks to social media content that can strengthen positive relationships with customers (Jan et al., 2020). Another study that supports this is regarding how consumer satisfaction influences the intention to purchase culinary products (Tariq et al., 2017).

Brand awareness (brand awareness) influences the Intention to enroll

Based on the results of the analysis in table 3, the results of this study show that brand awareness has no significant effect on the variable of intention to enroll. This indicates several things that can be an evaluation of educational institutions. Brand awareness includes a person's ability to remember brand names, product classifications, or category terms in different contexts according to Taylor (2018) in (Ruangkanjanases et al., 2022). Brand awareness in the context of this study concerns how respondents remember schools, school characteristics and school logos through social media activities. Brand awareness as an antecedent to the intention to enroll needs to be supported by other considerations. This can be a reason why brand awareness is not enough to encourage prospective students to enroll in a school or educational institution. Although brand awareness is important, other factors such as perceived quality, loyalty and brand associations are most dominant in the intention to enroll or use a good or service of an institution or company (Azzari & Pelissari, 2020). Delayed Enrollment Decisions, in this case prospective students with low brand awareness tend to postpone the decision to enroll in the school (Prasetya et al., 2023).

Brand image influences the intention to enroll

Based on the results of the analysis in table 3, it shows that brand image influences the intention to enroll. Brand image (School image) is a mental representation held by prospective students, parents,

and the general public about an educational institution. A positive brand image can increase the attractiveness of a school to prospective students and encourage them to enroll (Malarvizhi et al., 2022). The Influence of School Brand Image on the Desire to Go to School in a foundation or educational institution, the next stage is to carry out a Brand assessment where prospective students will evaluate the school's brand image based on their needs, desires, and criteria in choosing a school. Brand Decision where prospective students will decide whether they will enroll in the school based on the results of their evaluation of the brand image. The next stage is about Post-Purchase Behavior. This stage after enrolling, the experience and satisfaction of students at school will affect the school's brand image in the future. The school's brand image is an important factor that can influence the desire of prospective students to attend an institution. A positive brand image can increase prospective students' awareness, perception, and assessment of the school, ultimately driving their decision to enroll and contribute to the School (Ruangkanjanases et al., 2022).

The mediating effect of consumer satisfaction on the intention to enroll

Based on the results of the data analysis in Table 3, it shows that consumer satisfaction affects the Intention to enroll. Consumer satisfaction has an important function as a mediator in this particular relationship (Cheraghalizadeh & Dědková, 2022). An increased level of consumer satisfaction has the potential to increase the effect of SMMA on the Intention to enroll. Prospective students who are satisfied with their experiences at educational institutions, they show a greater likelihood of being influenced by favorable narratives disseminated through SMMA (Prasetya et al., 2023). By comprehensively understanding the mediating role of consumer satisfaction and implementing targeted strategies, educational institutions can improve SMMA capabilities and successfully meet PPDB goals. Consumer satisfaction has the capacity to mediate the influence of Social Media Marketing Activities (SMMA) on the tendency to register at educational institutions. In addition, consumer satisfaction can increase or decrease the impact of SMMA on decisions regarding registration. This shows that SMMA can exert its influence on registration decisions indirectly through consumer satisfaction (Jan et al., 2020).

Mediating effect of Brand Awareness on Intention to enroll

Based on the results of the data analysis in Table 3, the indirect effect of Social Media Marketing Activities (SMMA) on Intention to enroll, mediated by brand awareness, is considered negligible or non-existent. This finding is in line with previous studies examining the role of SMMA in smartphone-related products, where brand awareness did not significantly mediate the relationship between brand awareness and willingness to pay a higher price. (Malarvizhi et al., 2022). This observation further strengthens the idea that brand awareness functions as an insignificant mediator in this particular context. These results emphasize that although brand awareness can increase exposure and recognition of a product or service, consumers need more motivation to encourage them to take action, such as registering. Other factors, such as a strong brand image, consumer satisfaction, or positive experiences with the product or service may play a greater role in motivating such actions. This can encourage them to consider the school as an option when looking for a school to continue their education. If the brand has not been able to contribute to students wanting to enroll, an in-depth evaluation needs to be carried out on this matter. Other supporting factors need to be considered such as perceived quality and the strength of EWOM (Azzari & Pelissari, 2020) and the role of the family in the intention to enroll in an educational institution (Nazidin et al., 2019). SMMA does not affect the intention to enroll mediated by Brand Awareness.

Mediating effect of Brand Image on Intention to Enroll

Based on the results of data analysis in Table 3, it shows that brand image functions as an important mediator in the dynamics between Social Media Marketing Activities (SMMA) and intention to enroll in educational institutions. Brand image has the capacity to function as a mediating factor in influencing the transition from SMMA to aspirations to enroll in academic institutions. SMMA facilitates educational institutions in cultivating a favorable image by emphasizing the core values, standards of excellence, and cultural ethos embodied by the institution (Yaprak & Cengiz, 2023). Interesting and educational content disseminated through social media platforms has the potential to attract the interest of prospective students, thereby fostering a positive perception of the institution (Ruangkanjanases et al., 2022). Increasing the credibility of the institution by displaying favorable testimonials from alumni, awards received, and support from parents. This can foster trust and confidence among prospective students regarding the quality of education offered by the institution. Through the implementation of the right strategy, educational institutions can increase the efficacy of SMMA, cultivate a favorable brand image, and attract more prospective students (Meilani, & Suryawan, 2020). This shows that brand image is a significant mediator in the relationship between SMMA and enrollment intention.

5. CONCLUSION, RECOMMENDATIONS AND LIMITATIONS

Conclusion

The study was conducted with 715 respondents of junior high school students located in Jakarta with a percentage of 4%, Bogor with a percentage of 14% and Bekasi with a percentage of 82%. Respondents were male 52% and female 48%. There were 29% of students in grade 7, 38% in grade 8 and 33% were students in grade 9. Based on the results of the analysis, the social media that respondents often accessed were Instagram 40.4%, namely as much, WhatsApp 38% and Youtube 14.4%, website 11.3%, Twitter 1.3 and Facebook 1%. Instagram, WhatsApp and Youtube are the main platforms that are most in demand, while other social media have a relatively small role in the use by respondents.

Based on descriptive analysis, it is concluded that SMMA with the institutional credibility dimension has the highest respondent perception followed by the dimensions of personalization, EWOM, informative content, trends and interaction. The most influential SMMA dimension is interactivity. Entertainment content needs to be improved in improving respondents' perceptions of school social media. The research variable that has the highest respondent perception in the study is the brand image variable, followed by the consumer satisfaction variable, the Intention to enroll variable and SMMA. The variable in the high perception criteria but lower than the other variables, namely brand awareness.

The results of data analysis using SMART PLS produced the following conclusions; SMMA influences the intention to enroll in School. SMMA influences consumer satisfaction SMMA influences brand awareness. SMMA influences brand image. Consumer satisfaction influences the intention to enroll. Brand awareness does not influence the intention to enroll. Brand image influences the intention to enroll. Consumer satisfaction as a mediating variable influences the relationship between SMMA and intention to enroll. Brand awareness as a mediating variable does not mediate the relationship between SMMA and intention to enroll. Brand image as a mediating variable influences SMMA and intention to enroll.

Recommendations

Further research is needed to understand more deeply about how each dimension has an influence on SMMA which affects the desire to enroll in school. By continuing to study and understand the

dynamics of consumer behavior, schools can maximize the potential of SMMA to satisfy consumers with quality services and build brand awareness, strong brand image and achieve success in PPDB. Indicator number 6 on the intention to enroll needs to be reviewed in compiling its indicators.

Research Limitations

The demographics of students with different characteristics are generalized so that the results of the study may differ from the characteristics of students or consumers with different demographics. Further research is needed regarding the development of SMMA for marketing strategy steps in relation to student recruitment. In the study, the SMMA variable in the dimension of Intention to enroll indicator number 6 (IE6) needs to be removed because the IE6 indicator does not provide a strong enough contribution to support the Intention to enroll construct. The presence of indicators with low outer loading can reduce the reliability and validity of the overall construct.

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